<u>WHAT IS CLAIMED IS:</u>

1. A method of encouraging customers to provide reviews of purchased items, the method comprising:

receiving a customer order for an item purchased from an electronic catalog;

estimating by what date the customer will have at least initially evaluated the item;

electronically transmitting to the customer on or after the estimated date a message requesting the customer to provide a review of the item;

receiving the customer review electronically; and

presenting the review to another customer interested in the item.

2. The method as defined in Claim 1, wherein the review is a numerical rating.

3. The method as defined in Claim 1, wherein the review includes at least one of a textual review and a numerical rating.

4. The method as defined in Claim 1, further comprising verifying that the review is from a purchaser of the reviewed item, and in conjunction with presenting the review. to other customers, indicating that the review comes from a purchaser of the reviewed item.

5. The method as defined in Claim 1, further comprising offering the customer a reward in exchange for the customer providing a review.

6. The method as defined in Claim 1, wherein the review request is provided via e-mail.

7. The method as defined in Claim 1, wherein the review request is presented on a Web page.

8. The method as defined in Claim 1, wherein the customer accesses a review form using the review request message.

9. The method as defined in Claim 1, wherein the review request includes a hyperlink to a review form.

10. The method as defined in Claim 1, further comprising using a collaborative filter which, based at least in part on the customer's review, provides the customer personalized recommendations for items similar to the reviewed item.

11. The method as defined in Claim 1, further comprising requesting the customer to review a seller of the purchased item on or after the estimated date.

12. The method as defined in Claim 1, further comprising:

receiving at least one e-mail address provided by the customer; and

forwarding the customer review to the e-mail address.

13. The method as defined in Claim 1, wherein the item is a book and the estimated time period is based at least in part on the length of the book.

14. A method of obtaining an item review from a user and providing the user item recommendations, the method comprising:

prompting the user to assign a score to an item a selected time period after the user has acquired the item;

including the score in a profile for the user; and

using the profile, including the score, to generate personalized recommendations for the user.

15. The method as defined in Claim 14, further comprising using a collaborative filter to generate the personalized recommendations.

16. The method as defined in Claim 14, wherein the prompt includes a request for a textual review.

17. The method as defined in Claim 14, wherein the score is used to provide personalized recommendations to other users.

18. A method of requesting a review of a purchased item, the method comprising:

receiving a customer order for an item purchased from an electronic catalog;

inferring when the customer has evaluated the item;

providing a review request in response to at least the inference, wherein the review request requests that the customer provide a review of the purchased item; and

receiving the review electronically.

19. The method as defined in Claim 18, further comprising verifying that the received review is from a customer that ordered the item.

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20. The method as defined in Claim 18, presenting the received review to other customers in conjunction with an indication that the review is from a purchaser of the item.

21. The method as defined in Claim 18, where the received review is provided to other customers.

22. The method as defined in Claim 18, where the received review is used to recommend other items to the customer.

23. The method as defined in Claim 18, where the received review is used to recommend the item to other customers.

24. The method as defined in Claim 18, where the inference is based at least on an estimation of how long it will take to evaluate the purchased item.

25. The method as defined in Claim 18 where the review request is selectively delivered on one of a weekend and a holiday.

26. The method as defined in Claim 18, where the inference based at least on a consumer survey on how long it takes consumers to read books.

27. The method as defined in Claim 18, where the inference is based at least in part on the customer ordering a new item.

28. The method as defined in Claim 18, further comprising presenting to the customer a list of items purchased by the customer -to the customer and asking the customer if the customer wants to review one or more of the listed items.

29. The method as defined in Claim 18, further comprising offering the customer an incentive to provide the item review.

30. The method as defined in Claim 18, where the item is a car and the estimated time period is related to the estimated time it will take the customer to drive a first amount.

31. The method as defined in Claim 18, where the item is a video and the estimated time period is related to the estimated time until the customer has viewed the video.

32. The method as defined in Claim 18, where the item is an audio recording and the estimated time period is related to the estimated time until the customer has listened to the audio recording.

33. The method as defined in Claim 18, where the item is a book and the estimated time period is related to the type of book.

34. The method as defined in Claim 18, where the item is a gift for a recipient and the review request is provided to the recipient.

35. The method as defined in Claim 18, where the review includes at least one of a rating and a textual review.

36. A method of requesting a review of a purchased item, the method comprising:

receiving a customer order for an item purchased from an electronic catalog;

selecting a time to request a review of the purchased item, where the time is selected at least in part on an estimated evaluation period; and

providing an item review request, wherein the timing of the request is based at least in part on the selected time.

37. The method as defined in Claim 36, further comprising providing the customer a request to review an item seller associated with the electronic catalog, wherein the timing of the request is based at least is part on the selected time.

38. The method as defined in Claim 36, wherein the review request is provided via e-mail.The method as defined in Claim 36, wherein the review request is presented on a Web page.

39. The method as defined in Claim 36, where the review is used to generate a customer profile.

40. The method as defined in Claim 36, where the evaluation period varies from a first item to a second item.

41. A method of presenting item reviews, comprising:

receiving a plurality of reviews;

identifying which reviews are from purchasers of the reviewed item; and

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presenting at least a portion of the plurality of reviews, wherein the reviews from purchasers of the reviewed item are emphasized.